

sphere. In order for an idea (a memetic structure) to outlive its parent host, it must replicate (or reproduce) into the mind of another, or into a physical structure capable of absorbing and re-projecting the essence of the idea at a future date. Writing, film, and audio CDs are just a few of the physical manifestations capable of absorbing and re-projecting memetic structures.

In order to reproduce, all memetic structures follow the example of the biological virus; they must *penetrate, instruct, and replicate*.

Penetration

All memetic structures possess defensive characteristics, whether these be complex defensive systems or simple receptors which only allow select memetic structures of certain configurations to bind. A memetic structure seeking to reproduce must find a way to penetrate the defenses of a target memetic structure. If a memetic structure is successful in penetrating the defenses of a target structure, the successful memetic structure will *bind* onto its new host. In a real sense the host structure has incorporated the attacking structure into its form. As such, there ceases to be a host structure and an attacking structure; what remains is simply a more complex structure. But if an attacking structure destroys or removes portions of the original structure what remains is a memetic structure not necessarily more complex, but of a different form (a new arrangement of individual memes).

Penetration can be accomplished in many ways. When an attacking memetic structure finds a receptive host (that is, a memetic structure whose binding points are conducive to the specific type or form of structure which is attacking) penetration is often simply a matter of latching onto the correct binding points. For example, a *->tigers are dangerous<-* memetic structure is tailor made to accept an *->a person should not go walking through the jungle alone<-* memetic structure. A person who holds a *->tigers are dangerous<-* memetic structure need only come in contact with the idea that he should not walk through the jungle alone to *bind*

this new memetic structure to the preexisting one stored in his mind. In this case the invading memetic structure will in all likelihood be assimilated without resistance.

But penetration need not be such a simple matter. Human minds are only programmed to accept memetic structures within certain boundaries. For instance, a human mind dominated by the *->I must reproduce<-* memetic structure will very likely reject an invading *->I should spend my life in complete isolation<-* memetic structure. If the target were to spend his life in complete isolation, he would have no opportunities to interact with members of the opposite sex and therefore no opportunities to mate. Without mating there can be no reproduction (barring scientific solutions). In order for this hypothetical *->I must live in complete isolation<-* memetic structure to successfully penetrate the target mind it must find a way to bypass, destroy, or erode the target's memetic defenses.

Simple repetition over a long enough period of time will sometimes lead to successful penetration. A target mind will be under constant attack from other memetic structures, some of which will be successful. These successfully penetrating memetic structures will proceed to transform the framework of the target mind to varying degrees. If a memetic attack is continued over a long enough period of time, the attacking memetic structure might be able to find a passing crack in a target mental structure formed by another invading memetic structure.

Memetic Packets

Sometimes memetic structures which are unable to penetrate a target mind can be attached to stronger memetic structures in a sort of package deal. If a target mind needs to accept a certain memetic structure it will take that structure along with any unwanted baggage attached to it. For instance, a bald woman with a desperate need to be socially accepted might accept a *->bald women are rare and therefore uniquely beautiful<-* memetic structure even if attached to this meme was another *->bald women should live in isolation to show the*